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SENT VIA E-MAIL
March 25, 1997

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3/27

Copy to:

Dm's, Rm's

Km's, Am's

Any questions, let me know!

Thanks,

Bill

Subject: **Military Discounting Strategies**

Each of you received FSC-11A (dated 1/14/97), which outlines our discounting strategies in military commissaries and exchanges for 1997. As a point of clarification, this strategy letter called for the following:

- Coupon up to 30% of one week's volume of appropriate brand styles of Camel, Winston, and Salem at a rate not to exceed \$2.00 per carton. This guideline actually meant to convey up to 30% of a month's worth of volume, not 30% of one week per month. Dave has suggested that we discount the identified brand families the last week and first week of each month to capitalize on the military payroll cycle.
- Coupon up to 80% of one week's volume of appropriate brand styles of Doral at a rate not to exceed \$1.50 per carton. As indicated in the full price explanation, this actually meant to convey 80% of a month's volume, not 80% of one week per month. Here again, Dave suggested we discount the last, first, and second week of each month to meet this guideline.

Hopefully, this will clear up any confusion on this strategy. Call if you have any questions.

Don

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c: Dave Wilmesher

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